

What is claimed is:

1. An environment-compliant image display system which corrects an image, based on environmental information that expresses visual environment in an area in which the image is displayed, and displays the image; the image display system comprising:

correction means which corrects input-output characteristic data for display that is used by a means for displaying the image, the correction being in such a manner as to increase an output value in at least a lower grayscale range when the environment is affected by ambient light, based on the environmental information.

2. The image display system as defined in claim 1, wherein the correction means corrects the input-output characteristic data by performing a predetermined calculation using parameters that differ between a lower grayscale range and a grayscale range other than the lower grayscale range.

3. The image display system as defined in claim 2, wherein the correction means corrects the input-output characteristic data by performing a predetermined calculation based on a difference between a brightness value for actual environment which is comprised within the environmental information, and a brightness value for an ideal environment.

4. The image display system as defined in claim 3,  
wherein the correction means performs gamma correction  
as at least part of the correction of the input-output  
characteristic data.

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5. The image display system as defined in claim 4,  
wherein the correction means corrects color modification  
information that is stored in a predetermined storing region,  
in such a manner that a color temperature of the image to be  
10 displayed is adjusted, based on a brightness value for the  
actual environment that is comprised within the environmental  
information.

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6. The image display system as defined in claim 5,  
wherein the color modification information is a  
three-dimensional look-up table.

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7. An environment-compliant image display system which  
corrects an image, based on environmental information that  
expresses visual environment in an area in which the image is  
displayed, and displays the image; the image display system  
comprising:

25 a correction section which corrects input-output  
characteristic data for display that is used by a means for  
displaying the image, the correction being in such a manner as  
to increase an output value in at least a lower grayscale range  
when the environment is affected by ambient light, based on the

environmental information.

8. A program embodied on an information storage medium or in a carrier wave, the program for correcting an image, based on environmental information that expresses visual environment in an area in which the image is displayed, and displaying the image; the program implementing in a computer:

correction means for correcting input-output characteristic data for display that is used by a means for displaying the image, the correction being in such a manner as to increase an output value in at least a lower grayscale range when the environment is affected by ambient light, based on the environmental information.

9. The program as defined in claim 8,

wherein the correction means corrects the input-output characteristic data by performing a predetermined calculation using parameters that differ between a lower grayscale range and a grayscale range other than the lower grayscale range.

10. The program as defined in claim 9,

wherein the correction means corrects the input-output characteristic data by performing a predetermined calculation based on (a difference between a brightness value for actual environment which is comprised within the environmental information, and a brightness value for an ideal environment.)

